HandsOn®
November/December 2004
The Newsletter of the American Massage Therapy Association

INSIDE
Take our Reader Survey!
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Massage Leaves Mark At 2004 Olympics

Italian gymnast Igor Cassina was not expected to medal at the 2004 Olympic games in Athens. Even he was surprised to find a gold medal around his neck for winning the individual male competition on the horizontal bar. The next day, he went back to hang his gold medal around the necks of the two he felt had helped him get there—massage therapist Christine Pasciolla (CT) and her seeing-eye dog, Jeffers.

Italian gymnast Igor Cassina was just one of the many athletes who received massage at the summer games in Athens.

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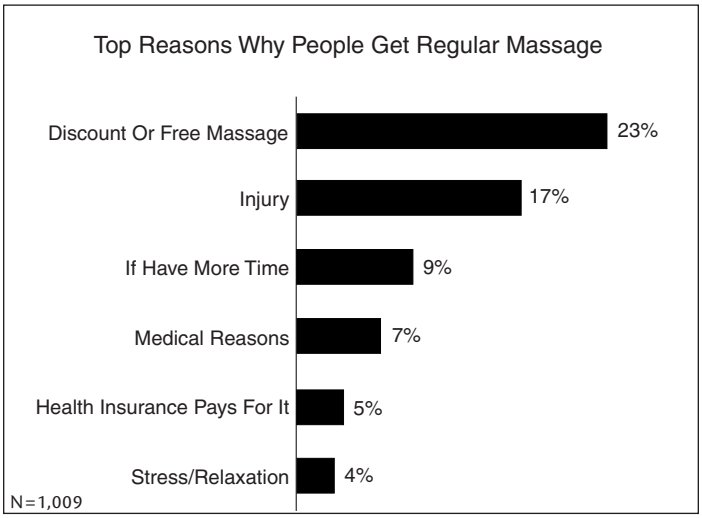
Consumer Survey Shows More Physicians Recommend Massage

AMTA's annual consumer survey shows the number of people who received massage in the past year remained the same as last year—21 percent. However, the survey also revealed that more physicians recommended massage to their patients.

For the eighth year in a row, AMTA commissioned Opinion Research Corporation to conduct the survey, with telephone interviews taking place from August 5–8, 2004. The 1,009 adults (a representative sample of the population) responded to a variety of questions about their use of massage and their views about massage and massage therapists. (The margin of error is ± 3 percent.)



The survey indicates that use of massage among the general population has not been affected by the economy, and that American adults understand that massage has value for their health and for pain relief. Among those who have received massage in the past five years, 47 percent say they have had massage to relieve pain at least once. Likewise, an injury or pain is the second-highest reason given for what would motivate consumers to have regular massage. The number one motivator to have regular massage is a discount or free massage.

Twenty percent of all those surveyed say they have discussed massage therapy with their doctor or other health-care provider. Among those who had this discussion, 62 percent say the health-care provider responded very positively or encouraged them to have massage. When asked specifically if their physician had ever recommended massage, 61 percent said yes, compared

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New Toll-Free Service Set To Launch December 1

Contacting AMTA staff and finding resources is about to get easier and more cost-effective. Starting December 1, you can contact the National Office toll-free by calling 877-905-2700.

As part of ongoing efforts to improve communications with members, the new phone service includes direct access to Member Services, a staff directory, telephone prompts to help you navigate through departments and services requested most often, and other updates. The old number, 847-864-0123, will also remain active.

AMTA members have Heather Hindmarsh (CA), Barbara Lis (IN), Christi Ovchinnikov (IL) and Charna Rosenholtz (CO) to thank for their implementation assistance. This committee reviewed message scripts, researched possible numbers to use, and considered voiceover, music and other issues.

The new phone system will be installed and tested this fall.

Hands On
The Newsletter of the American Massage Therapy Association

November/December 2004

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

Solutions To Transitions And Challenges

In this column, I would like to share some comments I made at the AMTA Chapter Presidents Council meeting during the AMTA National Convention in Nashville.

In the book, *Life's Little Instruction Book*, it reads: "Watch for big problems—they disguise big opportunities." Likewise, when Howard, my husband, hits a golf ball that does not go straight, he always says, "I have an opportunity to hit better!"

Attitude is 95 percent of solving challenges, and challenges always offer opportunities to excel. During Carolyn Tally Porter's (SC) year as AMTA president, the national board decided to change its decision-making process. While Brenda Griffith was president, the board put idea into action. We decided we needed a plan and then we needed to work that plan.

Just like Howard's golf ball, the challenge of working the plan can sometimes land in a deep sand trap. You can imagine all the "sand" we encountered while implementing the board's decision.

As Martin Luther King, Jr. said, "We may have all come on different ships, but we're in the same boat now." Since we all agreed we were in the same boat, the board, along with our staff, decided to work together more effectively.

The transition is both challenging and exciting at the same time. After adopting a new method of operation, we are addressing different aspects of our infrastructure in order to create an efficient team. Architect Frank Lloyd said, "Things always happen that you really believe in, and the belief in things makes it happen."

When change happens, it is important to be open enough to hear and express opinions. I appreciate the board's willingness to listen, hear and act in response to both the changing world and member's input. Or primary goal is to make a difference.

Meeting challenges with great energy and enthusiasm, along with focus and intention, the national board and staff has just successfully finished the second year using the knowledge-based decision-making process.

Are we happy with this process? Yes, the AMTA National Board is happy we did it! We met this challenge, and we are excelling! I appreciate the board's willingness to listen and act in response to both the changing world and member input.

Love and Light,

Laurel J. Freeman

Laurel J. Freeman
AMTA President

2004 Olympics

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"He came back and said, 'If anyone deserves this medal, it's Jeffers,'" says George Kousaleos (FL), one of the team organizers for Athens (other organizers were Roger Olbrot (UT), Anna-Maria Gammal (MA), Bryan Buckley (MA) and Stanley Mavridis). "He'd come get his massage from Christine, then play with Jeffers for 30-40 minutes afterwards. It was his way of relaxing."

It's just one of the many success stories from the 2004 Summer Olympics, where massage played a key role for many athletes. Kousaleos estimates that 57 massage therapists worked daily, providing massage to athletes from 8:30 a.m. to 10 p.m. Therapists were onsite from August 1 through August 30.

Daniel Carney (CO), George Kousaleos (FL) and Garth Beddome of Winnipeg (l-r) were three of the 57 massage therapists working at the Athens games this summer.

"It was such an experience to be with people from 202 countries in the Olympic Village. There is so much happiness and enthusiasm," says Mark Dixon (CA), a team captain, assigned to the Dekelia Training Complex. "But it's daunting to have an athlete at our tables; it's very humbling," he adds. "There are no rehearsals for the Olympics. You need to know how to behave at the most important games of these athletes' lives."

According to Kousaleos, one of the most rewarding moments was when 30 individuals from the organizing committees of the next three Olympics came to discuss how massage should be represented at future Olympic games. One representative from Torino, Italy—where the next Winter Olympics will be held in 2006—asked Kousaleos and the other organizers to submit a proposal to him.

Kousaleos says this is evidence that massage therapy is being recognized as a critical component of Olympic games. "There will never be another Olympic games without massage therapy."

CSMT at 2004 Chicago Marathon

On October 10, 253 students, alumni and instructors from the Chicago School of Massage Therapy gave more than 1,650 massages to runners participating in the Chicago Marathon. Approximately 40,000 participated in this year's race. The school has provided massage at the event since 1984.

Survey

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to 51 percent in 2003. In western states, 70 percent of physicians recommended massage therapy, compared to only 48 percent in 2003.

The survey shows that those who describe themselves as African American increased their use of massage to 26 percent, compared to 14 percent in 2003. This is an 85.7 percent increase in one year, but also exceeds the 21 percent usage figure by the total population. African Americans also reported the highest change in positive response from their health-care providers about the value of massage, and the highest jump among physicians who strongly recommended massage to their patients (83 percent of health-care providers recommending vs. 47 percent in 2003).

The jump in positive responses from physicians follows active efforts by AMTA in the past year to encourage physicians to talk to their patients about massage therapy. More than 20,000 posters saying, "Talk to Your Doctor about Massage Therapy," have been distributed to medical offices and medical libraries by AMTA and AMTA members.

Another area of focus in AMTA communications and public relations the past two years has been massage for relief and management of pain. When those who had massage in the past five years and had received massage for pain were asked what had provided the greatest pain relief, massage therapy and chiropractic showed strong increases, while medication was viewed as slightly less effective compared to 2003. Twenty-one percent said massage gave the greatest relief from pain (compared to 14 percent in 2003), 30 percent said medication was best for them (compared to 33 percent in 2003) and 14 percent said chiropractic gave the best relief from their pain (compared to 9 percent in 2003).

More details about the results of the consumer survey are available on the AMTA Web site, www.amtamassage.org, or by calling Joseph Schlesinger in the National Office: 847-905-1633.

The next issue of *Hands On* will feature consumer survey information about views of massage therapists and consumer experiences with their massage therapist.

Recommend A Position Statement

The test process for AMTA Position Statements was completed at the House of Delegates meeting during the National Convention in Nashville. You can recommend a position statement for consideration at the 2005 House of Delegates by submitting your proposal to your delegate, according to AMTA guidelines, by February 1, 2005. Guidelines are posted in the "Member Section" of the AMTA Web site.

Highlighting Massage Therapy In CAM Research

The Massage Therapy Foundation will sponsor the first massage therapy research conference in the United States, "Highlighting Massage Therapy in CAM Research," to be held September 25–27, 2005 at the Sheraton Old Town in Albuquerque, New Mexico.

In preparation for the conference, the foundation is currently seeking abstracts in the following areas:

1) Building a massage research infrastructure;
2) Safety and efficacy of therapeutic massage and bodywork;
3) Studies of physiological (or other) mechanisms by which therapeutic massage and bodywork achieves its effects;
4) Studies stemming from a wellness paradigm;
5) Studies of the therapeutic massage and bodywork profession;
6) Protocol development and design.

These topics are components of the Massage Therapy Foundation's Research Agenda. To view this document, please visit: www.massagetherapyfoundation.org/pdf/MRAW-3-02.pdf.

Please submit abstracts by November 10, 2004 to Alison Pittas at *apittas@massagetherapyfoundation.org*.

Student Case Report Contest

The Massage Therapy Foundation is unveiling its new educational initiatives, designed to establish research literacy and encourage early participation in scholarly research by massage therapy and bodywork students.

This contest, with school support, creates an environment where students learn to write a research case report and simultaneously begin to incorporate research findings into their daily practices. Through a peer-review process, three winners will receive cash prizes and five honorable mentions will be selected.

Schools must register to participate by January 15, 2005. Case reports must be submitted by March 1, 2005.

Visit www.massagetherapyfoundation.org, or contact Alison Pittas at 847-905-1667 or *apittas@massagetherapyfoundation.org* for a detailed description of the case report contest and for further information on the foundation's research conference.

NCBTMB Announces Complaint Procedures

The National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) wants to get the word out that it has Complaints Against Approved Providers for Continuing Education policy and procedures. All complaints must be submitted to the Continuing Education/Recertification Panel in a form that complies with NCBTMB requirements. The complaint must:

- Specify the name, address and telephone number of the complainant;
- Contain the name, address and telephone number of the provider;
- Set forth the specific sections of the provider agreement, code, standards and/or criteria for approved provider status alleged to have been violated;
- Provide an adequate description of the facts supporting the complaint;
- Include the complainant's approval for the CE/Investigative Panel to disclose all information to the provider and those CE/Investigative Panel members evaluating the complaint; and be signed by the complainant.

Submit questions or complaints to:

NCBTMB
8201 Greensboro Drive, Suite 300
McLean, VA 22102
(800) 296-0664
703-610-0215
703-610-9005 (fax)
www.ncbtmb.com

Reminder: Member Classification Restructure Takes Effect This December

The streamlining of membership classifications will take effect December 31, 2004 for existing members. The more inclusive requirement for new Professional Active members and other member classifications will go into effect for those who join as new AMTA members on or after December 1.

Professional Active membership dues will remain unchanged for the 24th year in a row!

If you have any questions regarding the restructure, visit the "Member Section" on AMTA's Web site at www.amtamassage.org, or call Member Services at 847-864-0123.

fingerprints

Montana Chapter Raffles Quilt To Raise Licensing Awareness

In August 2003, Terry Wagoner (MT) and Deborah Kyle Forman (MT) attended a legislative strategy weekend to discuss law and legislation efforts toward licensing of massage therapists in Montana. While on their lunch break, they visited an outdoor quilting show. They came back to the strategy session inspired with a fund-raising idea—raffle off a handmade quilt and raise awareness for their efforts.

Montana members display the quilt they made and raffled on October 2. Their efforts raised $700 for the chapter.

"Fund-raising was one of the big, audacious goals for which the participants in the strategy weekend were developing plans," says Julie C. Adair (MT), the chair of the Montana Chapter public relations committee. "Since Kyle and Terry both had quilting experience, they knew how to make it happen."

After the design and color scheme were decided and the fabric was purchased, the two women, along with volunteers, sewed the quilt.

Once completed, the quilt traveled from various massage schools in Montana, advertising for the raffle and selling tickets. They also displayed it at a county fair and offered tickets via their chapter Web site.

"We sold quite a few tickets and raised [almost $700]," Forman says. "It was a lot of work, but turned out so beautifully. It will make someone very happy."

Chapter member and Education Director Sara Gibbs (MT), won the quilt at the Montana Chapter's fall convention, which was held on October 2 in Kalispell, Montana.

Hands On Needs You!

Have you recently won an award in recognition for your massage therapy work? Are you spreading the word about massage in your community? Have you achieved an extraordinary feat that you'd like to share with other members? *Hands On* is looking for contributions for its "Fingerprints" section in each issue of the newsletter. Send a brief description or press release ***and a photo*** that can accompany the story to:

Valerie A. Danner
Hands On Managing Editor
American Massage Therapy Association
500 Davis St., Suite 900
Evanston, IL 60201

Or, if you have a digital photo and prefer to send your entry via E-mail, send it to: *vdanner@amtamassage.org*. Please make sure that the digital photo is taken in *high resolution*.

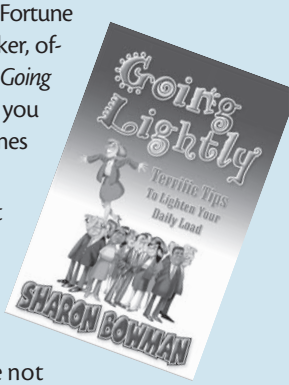
AMTA is encouraging consumers to look for an AMTA member for their massage. If you have received calls from potential clients asking if you are an AMTA member, please let the National Office know. Contact Michelle Wolf at 847-905-1653 or via E-mail at *mwolf@amtamassage.org*.

quick tips!

Lighten Your Heavy Load

Hard to believe, but the holiday season is fast approaching. And, for many, holidays mean added stress to an already heavy load.

Sharon Bowman, a Fortune 500 trainer and speaker, offers 15 tips in her book, *Going Lightly*, that help keep you grounded in hectic times and keep life "light:"



- Realize that "going lightly" is a state of mind. While external circumstances are not always in direct control, how to react to those circumstances is. Peace is a choice that must be made every day.
- Breathe. Inhale slowly through your nose so that air fills your lungs, expands your rib cage and lifts the shoulders. Now exhale forcefully by pulling your abdomen toward your back. Repeat. Feel a difference? Calmer perhaps? Energized? Refreshed?
- Release mental clutter that can hold you down. Think of your briefcase or purse as a metaphor for your mind. Dump it out on the floor and sift through it for the essentials that you need to get through your day. Take only the uncluttered thoughts and emotions with you.
- Take yourself lightly. Do not dwell on things that do not matter. Keep perspective by asking yourself if something will really matter to you as time goes by.
- Treasure the lasting souvenirs of the moment. Ups and downs throughout your day become souvenirs for stories later on. Each is important on the vacation of life.

Excerpted from Going Lightly *by Sharon Bowman. Bowperson Publishing, 2004.*

Help Your Chapter Get A Web Site For Free

AMTA's Members Online Web Development Program has a special offer!

And you are eligible to receive one month of free hosting if you develop a Web site through the Members Online program.

Here's how it works:

1. Your chapter signs up for the program. That's all they need to do. There is no obligation on their part other than to sign up.
2. When 10 individuals or 5 percent of the total chapter membership—whichever is greater— sign up to have a Web site developed, the chapter will get a free Web site or hosting of their current Web site for free.
3. Chapter agrees to advertise and promote the program in their state, at their meetings and through their newsletter.
4. Any member, associated business or massage school can sign up for developing a Web site under AMTA's program. The person need not be a member of that chapter, just a member of AMTA.

If you want a free month of hosting, sign up for a Web site for yourself before March 1, 2005 through the Members Online program. When you do, your chapter will get credit for it.

To get the program started in your chapter, just let your chapter officers know that they can sign up for the program by contacting Anthony Veneziano, vice president, Business Development of Members Online at 908-684-9851. Or, reach him via E-mail at anthony@membersol.com.

In the meantime, to take advantage of this special offer and receive one month of hosting for your own Web site, just log into www.amtamassage.org, and go to the "Members Section." Scroll down until you see the Members Online offer and click the link. That's it! If your chapter is signed up, they will get credit. The program runs through March 1, 2005.

AMTA Annual Report For FY 2003-2004

Excerpted information from AMTA's audited financial statements for the period March 1, 2003 to February 29, 2004.

Revenue

Membership Dues	$9,119,828
Sales of Literature & Others	$855,900
Meetings & Education	$ 621,062
Investment Income	$865,872
Miscellaneous	$157,051
TOTAL	**$11,619,713**

Expenses

Meetings & Education	$645,829
Communications	$1,579,209
Chapter Relations	$452,477
State Chapter Assistance	$1,166,838
Membership	$3,253,099
Marketing	$307,708
Grants	$417,237
Administrative & Governance	$2,420,961
TOTAL	**$10,243,358**

This year, AMTA was able to achieve a $1.4 million surplus from invested income and a reduction in expenses. This surplus allowed AMTA to come back into compliance with its 75 percent required reserves policy by covering the operating deficit from the previous fiscal year, while covering the costs associated with the National Office move, the membership restructure changes and the implementation of the toll-free number.

Hands On
The Newsletter of the American Massage Therapy Association

Circulation Report

Statement of Ownership, Management, and Circulation (Required by 39 U.S.C. 3685)

Date of filing: *September 21, 2004*

Title of publication: *Hands On® The Newsletter of the American Massage Therapy Association*

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Annual subscription price: *Subscription is part of dues.*

Complete mailing address of known office of publication: *American Massage Therapy Association, 500 Davis St., Suite 900, Evanston, IL 60201-4695.*

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Names and addresses of publisher and editor: *Publisher, American Massage Therapy Association; Editor, Michael Schwanz. Address same as above.*

Known bondholders, mortgages, and other security holders owning or holding one percent or more of total amount of bonds, mortgages, or other securities: *None.*

The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes has not changed during the preceding 12 months.

Extent and Nature of Circulation:

	Average no. copies each issue during preceding 12 months	*No. copies of single issue published nearest to filing date*
Total No. of Copies	50,386	50,500
Paid Circulation	48,867	49,500
Total Paid Circulation	48,867	49,500
Free Distribution *by Mail*	82	90
Free Distribution *not by mail*	0	0
Total Free Distribution	82	90
Total Distribution	48,949	49,590
Copies Not Distributed	1,437	1,230
TOTAL	50,386	50,820
Percent Paid Circulation	99.8%	99.8%

I certify that the statements made above are correct and complete.

Michael Schwanz, AMTA Publications Editor

2004 *Hands On* Reader Survey

We want to hear from you! Please take a few minutes to fill out the survey below. If you'd prefer to take the survey online, please visit www.amtamassage.org/SNAPsurvey/handson.htm**.** If you do take it online, please do not fill out this form. Please return by December 31, 2004. Feel free to make a photocopy of this page, and submit it.

1. How useful do you find the information in AMTA's bimonthly newsletter, *Hands On*?

❑ Very useful ❑ Somewhat useful ❑ Not very useful ❑ Not at all useful

2. Overall, how satisfied are you with *Hands On* as an AMTA member benefit?

❑ Very satisfied ❑ Somewhat satisfied ❑ Not very satisfied ❑ Not at all satisfied

3. How many of the last 6 issue of *Hands On* did you read or look into?

❑ 6 of 6 ❑ 5 of 6 ❑ 4 of 6 ❑ 3 of 6 ❑ 2 of 6 ❑ 1 of 6 ❑ 0 of 6

4. How much time, in total, do you spend reading a typical issue of *Hands On*? *(Count all times you pick up an issue)*

❑ Do not read ❑ less than 10 minutes ❑ 10-19 minutes ❑ 20-29 minutes ❑ 30 minutes or longer

5. Please indicate your degree of interest in each of the following regular departments that appear in *Hands On.* *(Give answer for each you read)*

	Strong interest	Moderate interest	Little interest	No interest
COMTA News	❑	❑	❑	❑
President's Letter	❑	❑	❑	❑
Fingerprints	❑	❑	❑	❑
Web Site News	❑	❑	❑	❑
Board Highlights	❑	❑	❑	❑
Massage Therapy Foundation News	❑	❑	❑	❑
Education Events	❑	❑	❑	❑
Calendar	❑	❑	❑	❑
Promoting Awareness	❑	❑	❑	❑
Feature Story	❑	❑	❑	❑
Member Benefits	❑	❑	❑	❑

6. *Hands On* is normally eight pages in length, and it sometimes also carries short supplements. What do you feel would be the ideal length of *Hands On*?

❑ 4 pages ❑ 8 pages (Current) ❑ 12 pages ❑ 16 pages

7. What improvements and/or topics would you like to see included in *Hands On*? _____

_____

_____

_____

8. Instead of printing and mailing the information in *Hands On* six times a year, would you prefer to receive *Hands On* in one of the following formats? *(Check only ONE)*

❑ Replace printed version of *Hands On* with a text-only E-mail version
❑ Replace printed version of *Hands On* with a graphic E-mail version
❑ Replace printed version of *Hands On* with a posted Web site version (with an E-mail reminder)
❑ Make no changes

9. How long have you been a member of AMTA?

❑ 1 year or less ❑ 2 years ❑ 3 years ❑ 4-5 years ❑ 6-7 years
❑ 8-9 years ❑ 10-14 years ❑ 15-19 years ❑ 20 years or longer

When completed, mail this page to: Hands On, AMTA, 500 Davis St., Suite 900, Evanston, IL 60201. Or, Fax it to: 847-864-1178.

Calendar

2005

January 18-22
AMTA COS Meeting
Newport Beach, California
Contact: 847-905-1643

March 12-13
AMTA Board Of Directors Meeting
Chicago, Illinois
Contact: 847-905-1657

June 11-12
AMTA Board Of Directors Meeting
San Diego, California
Contact: 847-905-1657

July 7-10
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 847-905-1428

September 21-24
AMTA 2005 National Convention
Albuquerque, New Mexico
Contact: 847-905-1643

Education

School Members Discuss The Future Of Massage Education

This year's AMTA Council of Schools Leadership Conference, "Excellence in Education: Many Perspectives—One Common Goal," will provide massage school owners and administrators with a forum for discussion and opportunities to offer insights, experience, concerns and wisdom for the next frontier of educational excellence in massage.

From January 20–22 in Newport Beach, California, school and nonschool members, the Commission on Massage Therapy Accreditation (COMTA), the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) and the Massage Therapy Foundation will convene to share experiences and perspectives on the future of massage education. A representative from the U.S. Department of Education will also be attending.

Attendees will interact with representatives of these organizations who are critical to the success of the profession. Continuing education courses, exhibits, the annual business meeting, a closing dinner dance and more will also be offered this year.

For more information about the COS annual meeting, contact Heather Stearns at 847-905-1643.

Watch for complete coverage from the

2004 National Convention

in the NEXT ISSUE *of* Hands On.

Upcoming Deadlines

Jan. 3, 2005 — *Mar./Apr. 2005 Issue*
Mar. 1, 2005 — *May/June 2005 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

EDITOR: *Hands On*, 500 Davis St., Suite 900, Evanston, IL 60201-4695

Phone: 847-905-1644, ext. 144 • Fax: 847-864-1178

mschwanz@amtamassage.org

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